PHILIP MORRIS, U.S.A.
30 SHEET-POSTING ALL BRANDS

TRADING AREA	1977 # PANELS	1978 # PANELS
New York 109	654	653
Chicago 315	~~537~~ 579	~~563~~ 591
Los Angeles 604	~~2,346~~ 1,596	1,616
Philadelphia 112	426	421
Washington/Baltimore 114	198	226
San Francisco 607	~~365~~ 381	~~383~~ 381
Detroit 312	200	~~358~~ 200
Cleveland 305	165	169
Boston 103	222	~~281~~ 268
Minneapolis/St. Paul 401	159	160

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1/31/79

Source: https://www.industrydocuments.ucsf.edu/docs/hndm0004

PHILIP MORRIS, U.S.A.
PAINT # UNITS ALL BRANDS

TRADING AREA	1977 # PANELS	1978 # PANELS
New York 109	67	74
Chicago 315	35	36
Los Angeles 604	100	96
Philadelphia 112	18	21
Washington/Baltimore 114	6	6
San Francisco 607	35	33
Detroit 312	17	17
Cleveland 305	12	13
Boston 103	10	11
Minneapolis/St. Paul 401	10	10

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Source: https://www.industrydocuments.ucsf.edu/docs/hndm0004

PHILIP MORRIS, U.S.A.
6, 7, & 30 SHEET ETHNIC - POSTING ALL BRANDS

TRADING AREA	1977 # PANELS	1978 # PANELS
New York 109	178	332
Chicago 315	145	49
Los Angeles 604	150	150
Philadelphia 112	104	106
Washington/Baltimore 114	100	100
San Francisco	16	43
Detroit 312	100	42
Cleveland 305	125	125
Boston 103	20	15
Minneapolis/St. Paul 401	0	0

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Source: https://www.industrydocuments.ucsf.edu/docs/hndm0004